Department of Foreign Affairs and International Trade
Ministère des Affaires étrangères et du Commerce international
Canada

CanadExport

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Canadian companies on your mark

2006 Turin Olympic opportunities

The Turin Winter Games may only be two years away, but Canadian companies can still capitalize on plenty of business opportunities.

The 2006 Olympic Games Licensing Program covers the production, merchandising and advertising of certain categories of products that carry the Olympic trademarks for which the Turin Olympic Committee (TOROC) has exclusive rights: the official emblems of the Turin Olympic and Paralympic Games and the Italian national Olympic teams.

Licensees will be able to pursue numerous commercial opportunities which include products sold at Olympic brand stores before and during the Games, those sold through the Turin 2006 on-line store, and ad hoc products supplied to TOROC and its partners.

TOROC will grant licenses to use Olympic trademarks on products that are consistent with Olympic principles and the image of Turin that TOROC wishes to convey.

Photo: Claudio Pollard, Turin

continued on page 2 — **Turin**

Bank on it:

Get more from your financial institution

If you have a small business that is expanding its sales beyond Canada, you are or will probably be looking to your bank for working capital or other forms of financing along the way. Don't wait until you have a major order or until a foreign buyer is asking for credit terms before approaching your banker.

When dealing with money matters, the best approach is one that steers clear of surprises. Start building a relationship with your banker early and you should have a smoother ride when a new export opportunity develops. Here are a few tips learned from Export Development Canada's (EDC)

continued on page 7 — **Financial institution**

2007-01797/

Report out on France's fish and seafood market

A new report on the fish and seafood market in France, prepared by the Market Research Centre in cooperation with the Trade Commissioner Service, is now available on Infoexport (full report available at www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=33682, password required).

This report contains all of the information seafood exporters need: an overview of the French market, who the competitors and customers are, logistical information and a description of promotional activities conducted by the Canadian Embassy in France.

For more information, contact the Canadian Embassy in France, e-mail: france-td@dfait-maeci.gc.ca.

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Turin

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Opportunities

The following categories are still available: leather accessories such as wallets and belts; silk accessories such as ties and scarves; objects such as mugs, containers and frames; children's clothing; stationery, including pencil cases, notebooks and diaries; bathrobes and beach towels; sports equipment such as headgear, skis and sleds; sports underwear, swimwear, shorts and socks; toys and games; glasses, sunglasses and masks; posters, calendars and postcards.

For more information on the licensing program, contact TOROC, e-mail: licensing@torino2006.it. For updates on product categories still available, go to www.torino2006.org/comitato/content.php?idm=100365.

For more information on the Games, contact Carmen Travagin, Business Development Officer, Canadian Consulate General in Milan, e-mail: ital-td@dfait-maeci.gc.ca, Web site: www.torino2006.org.

IBOC trade lead

POLAND — The International Business Opportunities Centre (IBOC) has received a tender opportunity from the Canadian Embassy in Warsaw, Poland. The Republic of Poland invites international bidding for the construction of an approach lights system for Lask Airfield's main instrumental approach, including: canter and bar lights, a Precision Approach Path Indicator (PAPI), power supply equipment, and monitoring and control systems. The closing date is May 26, 2004.

For more information, contact Jan Leskiewicz, Polish Ministry of Economy, Labour and Social Policy, tel.: (011-48-22) 687-4328, fax: (011-48-22) 687-4329, e-mail: ziotp@wp.mil.pl. Interested companies are asked to also inform Malgorzata Janasik, Canadian Embassy in Warsaw, fax: (011-48-22) 584-3195, e-mail: malgorzata.janasik@dfait-maeci.gc.ca, quoting bid number **ICB/01/2004-AF**, or case number **040126-00345**. Work is to start July 12, 2004, and end December 30, 2004.

Get connected to international business opportunities!

To get trade leads in your sector from the International Opportunities Business Centre (IBOC), register for the Virtual Trade Commissioner at www.infoexport.gc.ca—the only way to learn about IBOC's e-leads.

Also, go to IBOC's Web site at www.iboc.gc.ca and click on "Success Stories" to read about how IBOC has matched Canadian companies with foreign buyers.

THE CANADIAN TRADE COMMISSIONER SERVICE

Trade missions: A smart investment loaded with benefits for Canadian companies

Planning to visit your target market? Looking for maximum value? For those in the know, there is no better export development bang for your buck than joining a trade mission.

What is a trade mission?
A trade mission is a mission often led by the Minister for International Trade or Minister of State for New and Emerging Markets, that lends strong credibility to participating companies and attracts key local contacts. A trade mission affords companies an enhanced level of local attention and support from the Canadian government that is unmatched by lone company visits. This is a prime benefit for small and medium-sized businesses that may not have the resources or name recognition to open doors on their own in new markets abroad.

Trade missions are carefully planned by the embassies and the Department of Foreign Affairs and International Trade (DFAIT) to provide maximum exposure and networking opportunities for the companies involved. Succinct knowledge-packed presentations, media profiles, and strategic meetings and introductions are worked into a tight program designed to deliver results.

The recent trade mission to Chile
The Department's most recent mission to Chile is an example of how a trade mission can benefit Canadian exporters. The December 2003 mission to Santiago succeeded in creating new business in Chile for Canadian companies and highlighted the benefits of the Canada-Chile Free Trade Agreement.

Participants engaged in a four-day program that featured one-on-one meetings with Canadian senior trade commissioners and presentations by Chilean business people including the head of Chile's Foreign Investment Committee and the president of the Central Bank of Chile.

Positive feedback from the 51 Canadian companies in attendance pointed to two key benefits: the mission provided direct networking opportunities with key local contacts, and the chance to meet with senior trade commissioners brought in from posts across South America. Many of these benefits would not be possible if a company were to visit the region on its own.

Joining a trade mission is one of the smartest investments a company can make toward developing its export business. If your company has researched and selected its target markets, you may be ready to benefit from an upcoming trade mission to your region of interest.

"The trade mission to Chile gave us a leg up, an opportunity to establish relationships with senior trade commissioners and key local contacts, which in turn helped us identify clients in the region. For us, the benefits of trade missions are in those crucial contacts and using the knowledge of trade commissioners on the ground, right in the environment we're focused on."

Chris Johnson
Senior Account Manager with **FreeBalance**, Canadian company participant of the Team Canada 2003 Trade Mission to Chile

FreeBalance is a Canadian firm involved in country-wide financial management systems with interests in South America and the Caribbean.

For more information about trade missions, go to www.infoexport.gc.ca or go to the Team Canada Web site at www.teamcanada.gc.ca.

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Premiers shine New Brunswick and Manitoba on Chicago and Atlanta

New Brunswick Premier Bernard Lord and Manitoba Premier Gary Doer conducted a joint trade and investment mission to Chicago, Illinois, and Atlanta, Georgia, in early February. The premiers made the trip after signing a Memorandum of Understanding on interprovincial cooperation in 2002. The purpose of this mission was to promote both provinces to U.S. firms and to further the commitment the two premiers made to improve Canada-U.S. relations.

Windy City visit

In Chicago, Premiers Lord and Doer met with Chicago Mayor Richard Daley and made a presentation at a luncheon hosted by the World Trade Center on "Evolving Canada-U.S. Relations and Opportunities to Enhance Trade." The premiers hosted a major reception attended by some 200 business leaders and key local Illinois contacts. In addition, they gave interviews to the editorial board of the *Chicago Sun-Times*, one of the biggest daily newspapers in the U.S.

During the first leg of the trip, Premier Doer held discussions with the Chicago Climate Exchange (CCX), which culminated in an announcement to create a climate trust based in Manitoba. CCX is a group of North American corporations, municipalities and other institutions committed to reducing greenhouse gas emissions.

Premier Doer and officials of the Winnipeg Airport Authority also met with senior officials of United Airlines and senior executives at Boeing to discuss the possibility of increasing the frequency of United's Winnipeg-Chicago service.

Premier Lord and Business New Brunswick Minister Peter Mesheau toured Chicago's 911 Center and met there with executives from Motorola. They also met with executives from Potash Corp., IPSCO and CN Rail, as well as the executive director of the Council of Great Lakes Governors and the chancellor of the University of Illinois.

Peach Tree State bound

After Chicago, the delegation headed to Atlanta, Georgia. There, Premiers Lord and Doer made a joint presentation to a group of more than 70 local business people about developing Canada-U.S. relations and enhancing trade and investment to New Brunswick and Manitoba. The premiers also met Georgia Governor Sonny Perdue to discuss potential linkages between their respective jurisdictions. Lord and Doer participated in an interview on CNN's *The Paula Gordon Show*, and later attended a reception for 250 business leaders.

While in Atlanta, Premier Lord witnessed the signing of a letter of intent between CGI Group Inc. and the Georgia Municipal Association (GMA). The GMA has agreed to market *g-BIZ*—government on-line software developed in CGI's New Brunswick operation—to all 500 municipal governments in the state. The visit also provided an excellent opportunity for Premier Doer to sign an agreement with Governor Perdue to enhance co-operation between Georgia and Manitoba on life sciences and biotechnology.

In Chicago, from left: New Brunswick Premier Bernard Lord, Chicago Mayor Richard Daley, Manitoba Premier Gary Doer and Canadian Consul General in Chicago Anne Charles

Due to the success of the mission, Premier Lord said the two provinces are considering further joint projects to the U.S. "Premier Doer and I look forward to leading more trade missions together, to promote Manitoba and New Brunswick to other American centres," he said. "Our provinces are ready and eager to do business with the U.S."

For more information, contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, e-mail: chcgo@dfait-maeci.gc.ca, Web site: www.chicago.gc.ca, or the Canadian Consulate General in Atlanta, tel.: (404) 532-2000, e-mail: atnta@dfait-maeci.gc.ca, Web site: www.atlanta.gc.ca.

Export USA Calendar

For information about:
- trade missions to the U.S.
- seminars on the U.S. market

Visit the Export USA Calendar at: **www.dfait-maeci.gc.ca/can-am/export**.

South China environmental reforms bring opportunity

Guangdong is the economic engine of South China, and faces great environmental challenges due to increasing urbanization and industrialization. The gross domestic product (GDP) of Guangdong Province hit $215 billion in 2002 (March 1, 2003 Guangdong Yearly Statistics Book), up 10.8% from the previous year. Guangdong has allocated 2.5% of its GDP to environmental protection from 2001 to 2005. In its prosperous Pearl River Delta (PRD), the investment will be raised to 3% of GDP.

Photo: Joseph Fung

Guangzhou, on the banks of the Pearl River

The provincial government has revealed a plan to clean up the Pearl River and invest about $8.9 billion by 2010 on a range of projects including 163 sewage treatment plants. Also under the plan, approximately 175 large industrial polluters will have to meet stricter water emission standards. If all goes as scheduled, 90% of all industrial waste water and 60% of all sewage discharged into the river will be treated by 2010. Currently, of the 799 million tonnes of sewage discharged annually into the Pearl River by the City of Guangzhou alone, only 184 million tonnes, or 23%, is treated.

Guangdong is adopting flexible financing mechanisms and is encouraging private sector involvement in environmental projects. Also, the province is in the process of readjusting energy consumption and its industrial structure, and is introducing clean production systems.

Opportunities

There are opportunities for water and waste water treatment technology in Guangdong. The city is planning to establish 52 sewage plants by 2005 and to raise the residential sewage treatment rate from 20% to 50%. The province also plans to establish internal waste water treatment and recycling facilities in new residential areas, and potable water supply networks have been introduced.

In air quality management, Guangdong's Blue Sky Program works on curbing the overall discharge of sulfur dioxide, nitrogen oxides, RSP (respirable suspended particulate) and volatile organic compounds, and alleviating the severity of acid rain. The manufacturing and licensing of new light vehicles in Guangzhou requires strict standards to curb auto emissions. Also, all existing coal- or oil-burning power plants, and those under construction, are required to install desulphurizing equipment by 2010. By the end of 2005, 10 existing power plants with a total generation capacity of 7220 megawatts are to be built with fuel gas desulphurization facilities.

Solid waste is a growing problem, with output reaching a discharge volume of 31.3 million tonnes in 2001. Landfill is the principal means of waste disposal, which has created tension regarding land use. As a remedy, co-generation and composting are applied, but only at a primary stage. As a result, there are solid waste disposal opportunities, particularly for incineration (waste to energy).

There are also plans to establish a large hazardous waste treatment centre in Huizhou, to be constructed in three phases. Open tenders will be called once the central government approves the project, likely by the end of 2004. The three-phase project would include used tire recycling, used battery disposal, used electronic and household appliance disposal and industrial hazardous waste disposal.

For more information, contact Connie Li, Commercial Officer, Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3353, fax: (011-86-20) 8667-2401, e-mail: connie.li@dfait-maeci.gc.ca, Web site: www.guangzhou.gc.ca.

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Warming up to Kazakhstan

Fireplace manufacturer plugs into former Soviet countries

***Dimplex North America Limited** (www.dimplex.com), a fireplace manufacturer based in Cambridge, Ontario, has made significant inroads in the Commonwealth of Independent States, and the Canadian Embassy in Almaty provided able assistance when the company needed it.*

Dimplex North America Limited is a member of the Glen Dimplex Group of companies (www.glendimplex.com), manufacturers and distributors of electric heating products. Glen Dimplex employs over 8,000 people in 22 factories and other commercial operations worldwide, with a turnover in excess of $2.5 billion in 2003.

In 1991, the Glen Dimplex Group of Dublin, Ireland, entered the North American market through the purchase of several leading electric heating brands: Electromode, Sentinel, Chromalox and Westcan—brands under which Dimplex North America is currently selling its products. Its fireplaces and stoves are marketed internationally under the Symphony™, Optiflame™ and Dimplex™ brand names.

Dimplex North America has been active in the markets of the former Soviet Union for over three years. In fact, it is represented in that region by Frontline Exports Inc. (www.real-flame.ru), a Canadian-Russian corporation with offices in Toronto, London, Moscow and St. Petersburg.

Making the move

In the fall of 2002, Dimplex North America decided to improve its market position by venturing into the promising and fast-growing market of Kazakhstan. To this effect, the Trade Section at the Canadian Embassy in Kazakhstan was approached. Commercial Officer Arthur Iralin suggested that an ad about Dimplex North America and its products be published free of charge in *HALL Magazine*, a leading local publication covering housing and construction.

This exposure resulted in Dimplex North America being approached by Gran Ltd. (e-mail: gran@nursat.kz), an electrical distributor in Almaty, the former capital and largest city in Kazakhstan. After trade mission personnel met with the executives of the firm and confirmed its credibility, Dimplex North America decided to appoint Gran as its distributor for Kazakhstan.

Then came the time for intense information exchange and product training with the newly appointed distributor. One of the biggest hurdles to overcome was logistics, compounded by the remote and land-locked position of the new target market. In this case, Dimplex North America's alliance with Frontline Exports proved indispensable, as the company operates a bonded warehouse in Kotka, Finland, which enables hassle-free delivery of Dimplex products all over the vast territories of the former Soviet republics.

Finally, in December 2003, Dimplex North America's first trial order of electric fireplaces was shipped to Almaty. Although relatively small and valued at around $10,000, the transaction represented a successful end to its initial market research and heralded the opening of a new substantial market, not only for Dimplex North America, but also for the Glen Dimplex Group of companies as a whole.

Moreover, this success story has encouraged the company to become more aggressive in penetrating other Central Asian markets. Dimplex North America now has distributors in Baku, Azerbaijan, and in Tashkent, Uzbekistan, in addition to Kazakhstan. This year, it already expects to have combined sales in these markets in the solid five-figure range.

The Trade Section at the Canadian Embassy in Almaty contributed to the success of this venture, especially in its early and most volatile stages, which is further indication that the Trade Commissioner Service, through DFAIT's missions abroad, can effectively connect Canadian businesses with export opportunities and provide hands-on, in-country guidance.

For more information, contact Vladimir Shehovtsov, Export Sales Manager, Dimplex North America Limited, tel.: (416) 738-6173, fax: (905) 793-9483, e-mail: vshehovtsov@rogers.com, or Arthur Iralin, Commercial Officer, Canadian Embassy in Almaty, e-mail: arthur.iralin@dfait-maeci.gc.ca.

Financial institution

— *continued from page 1*

partnerships with Canada's major financial institutions.

Seek a contact at your bank who has experience in international trade financing. He or she will have a better understanding of the available export finance tools and programs that can help you lower your risk and those of your bank, making it more predisposed to give you that loan. For example, bankers with trade finance experience are more familiar with credit programs and guarantees that could help you get additional pre-shipment financing to cope with a large order. This extended line of credit could enable you to purchase the raw materials or machinery you may need to get the order out the door.

Or, if you are being asked to post a bid or performance bond, your banker could recommend performance or bid security guarantees that the bank can use as collateral to issue a letter of guarantee, without tying up your existing working capital and straining your cash flow.

Timing is crucial—or, don't put your banker under the gun. While many small businesses operate on instant-response mode, financing application approvals definitely don't. A new transaction has to go through a series of checks and balances, with the bank assessing your balance sheet, your business potential and the buyer's financial statement, among other things. You can improve your chances of getting the working capital you need by arranging with your bank to have an insured line of credit so that you can offer competitive credit terms to your foreign buyer, and by insuring your foreign receivables to serve as additional security to your bank.

In addition, many experienced exporters have credit insurance pre-approvals done prior to approaching a potential buyer. This advance preparation prevents them from chasing after the wrong buyers—those who aren't creditworthy.

Get your banker on your side. To nurture the relationship, keep your banker informed about your business, including your goals and plans. Take advantage of their experience dealing with many other small business clients like you and don't be reluctant to ask for their advice.

Boost your own trade finance know-how. Many small businesses are familiar with domestic banking services, but have limited knowledge of international trade financing options. It is useful to understand the terminology, process and methods of payment and financing of international transactions. This knowledge can help you get more from your bank and give you a competitive edge with your foreign customers or prospects. Many bank and government Web sites (including the small business site listed below) can lead you to this information.

EDC helps Canadian businesses expand their sales internationally and ensures they get paid for them. A Crown corporation, EDC provides trade finance and credit insurance services for its Canadian clients, 90% of whom are small and medium-sized enterprises.

For more information, contact EDC at 1 800 850-9626, or go to www.edc.ca/smallbusiness.

Preparing for international business travel

Business travel is a way of life for many exporters. It can be an excellent way to cultivate relationships with both established and prospective clients. Here are some tips for maximizing the effectiveness of your travel before you leave home:

- ***Make your health a priority.*** Different food, water and climate can all wreak havoc on your health. Find out in advance what conditions you are likely to encounter during your travels and prepare accordingly.
- ***Study the culture and business customs.*** Ignorance is not an excuse when you are conducting business in unfamiliar territory. It is a surefire way to damage your firm's credibility and undermine your export goals.
- ***Understand the currency exchanges.*** While this is helpful when you are paying for a meal or a taxi, it is critical if you are speaking of transaction costs for your products and services. Understanding the use of credit cards and cheques in a foreign market is also valuable.
- ***Prepare for technological differences.*** Can you plug your computer into the electrical outlet? Is the computer application you are trying to sell compatible with the level of operating system and processing power commonly found in the target market?

This information is drawn from *Planning a Business Trip Abroad*. Find this Team Canada Inc guide on-line at http://exportsource.ca/trip or speak to an Export Information Specialist by calling toll-free 1 888 811-1119.

AEROSPACE & DEFENCE

SOFIA, BULGARIA — May 26-29, 2004 — **HEMUS** is an international defence equipment exhibition and features seminars, scientific sessions and discussions on military and defence themes. **For more information**, contact Daniela Ivancheva, Business Development Officer, Canadian Embassy in Sofia, tel.: (011-359-2) 988-72-75, fax: (011-359-2) 946-19-13, e-mail: bucst-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/bg.

FARNBOROUGH, UNITED KINGDOM — July 19-25, 2004 — **Farnborough International 2004** is the world's premier business aviation event. **For more information**, contact the Trade Section at the Canadian High Commission in London, tel.: (011-44-20) 7258-6600, fax: (011-44-20) 7258-6384, e-mail: ldn-td@dfait-maeci.gc.ca, Web sites: www.farnborough.com and www.dfait-maeci.gc.ca/canadaeuropa/united_kingdom.

BUILDING PRODUCTS

SYDNEY, AUSTRALIA — June 20-23, 2004 — Join the Canadian pavilion at **Designbuild**, Australia's largest building and design exhibition, attended by more than 17,500 designers, builders, architects, developers, engineers, merchants and key decision makers. **For more information**, contact Robert Grison, Director of Operations, Canadian Export Development Inc.(CEDI), tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca, Web site: www.cedinc.ca.

CONSUMER PRODUCTS

HAVANA, CUBA — July 7-11, 2004 — **FIMAE** is Cuba's international furniture, fashion, industrial and interior design trade fair. **For more information**, contact the Canadian Embassy in Cuba, tel.: (011-537) 204-2516, fax: (011-537) 204-2044, e-mail: havan-td@dfait-maeci.gc.ca, Web site: www.complejopalco.com and click on "Schedule of Fairs."

ENVIRONMENT

SAO PAULO, BRAZIL — May 26-28, 2004 — **FEILIMP 2004** is an international exhibition that features products and service for solid waste and public refuse management. **For more information**, contact Mariangela O. Lima, Business Development Officer, Canadian Consulate General in Sao Paulo, tel.: (011-55-11) 5509-4321, fax: (011-55-11) 5509-4260, e-mail: infocentre-spalo@dfait-maeci.gc.ca, Web site: www.feilimp.exponor-brasil.com.

ICT

LAGOS, NIGERIA — May 18-24, 2004 — **Computer Technology and Office Equipment 2004** is Nigeria's premier information and communications technology trade event. **For more information**, contact the Canadian Deputy High Commission in Lagos, tel.: (011-234-1) 262-2512, fax: (011-234-1) 262-2516, e-mail: lagos@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/ng.

SINGAPORE — June 15-18, 2004 — **CommunicAsia 2004**, a major ICT exhibition and conference, will once again be held concurrently with **BroadcastAsia 2004**, an electronic media technology exhibition and conference. Both events will feature a Canadian pavilion. **For more information**, contact Derek Complin, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: dc@unilinkfairs.com, Web site: www.unilinkfairs.com/cp/communicasia04.

SHANGHAI, CHINA — June 23-26, 2004 — **China ELECOMM 2004** is the 12th international telecommunication trade fair. **For more information**, contact Michelle Ng, e-mail: michelle.ng@dfait-maeci.gc.ca, Web site: www.siec-ccpit.com/exhibition/ele.htm.

SHANGHAI, CHINA —July 9-11, 2004 — **China Interactive Entertainment Expo 2004** is the most comprehensive series of events for the interactive entertainment and games industry. **For more information**, contact Michelle Ng, e-mail: michelle.ng@dfait-maeci.gc.ca, Web site: www.ciexpo.com.

OIL & GAS

STAVANGER, NORWAY — August 24-27, 2004 — The Canadian Embassy in Oslo will organize a Canadian pavilion at **Offshore Northern Seas (ONS)**, one of the world's major offshore oil and gas conferences and trade shows attracting 26,000 visitors from more than 90 countries. **For more information**, contact Rick Stephenson, Canadian Embassy in Norway, e-mail: rick.stephenson@dfait-maeci.gc.ca.

Enquiries Service

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